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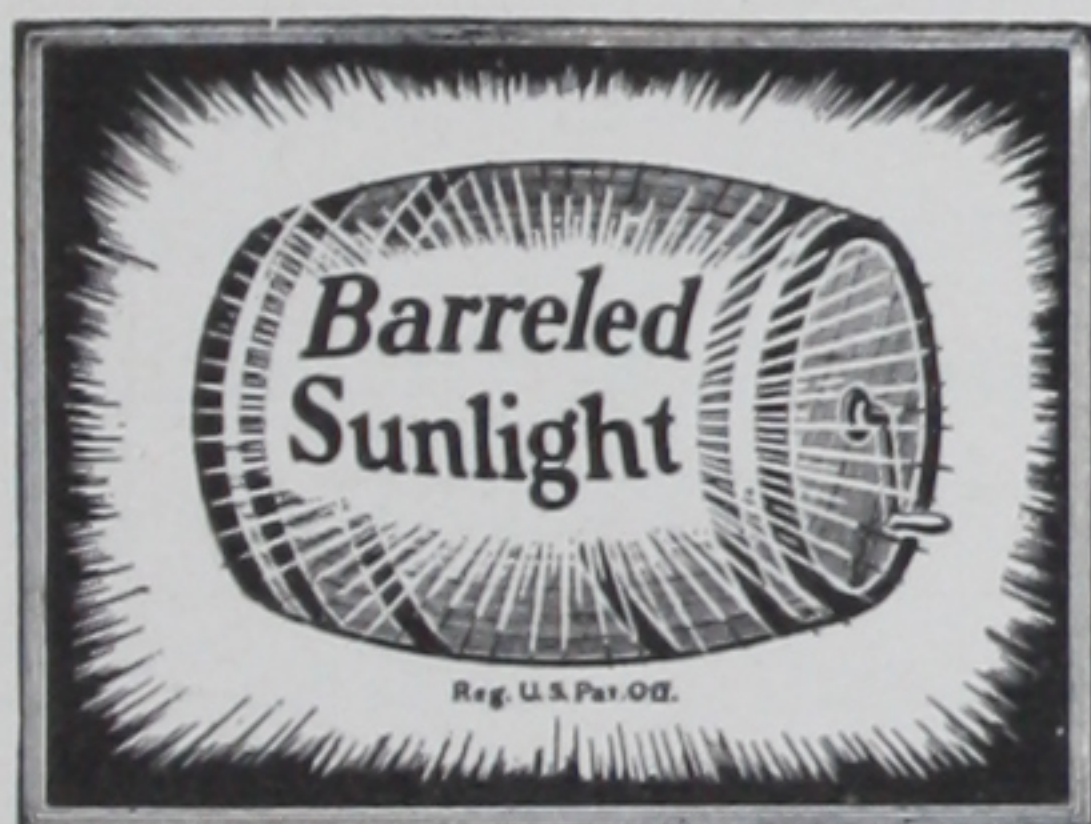
Copyright 1928  
U. S. Gutz Perche Paint Co.  
Providence, R. I.



MAR 20 '26

# Barreled Sunlight

*for Industrial plants*



THE RICE PROCESS WHITE

U. S. GUTTA PERCHA PAINT CO.  
PROVIDENCE, R. I., U. S. A.



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Plain facts about the remarkable service Barreled Sunlight offers are the strongest arguments in its favor. Here are six important features:

Increases light from 19 to 36%.

Presents a smooth, impervious finish that resists dirt.

Washable and sanitary like white tile.

Can be applied by brush or spray at lowest cost per square foot of surface covered.

Can be readily tinted for dado and other work.

Guaranteed to remain white longer than any gloss paint or enamel, domestic or foreign, applied under the same conditions. Also not to flake or scale if properly applied.





## How Barreled Sunlight answers a big industrial problem

**P**LANT owners and managers in every line of industry appreciate the value of white paint on ceilings and walls. They recognize the highly satisfactory degree of working efficiency that a clean, well lighted interior makes it possible to obtain.

The big question today, then, is—

*What is the most satisfactory and  
economical white paint to use?*

It is that paint that not only produces a light-reflecting, white finish at the start, but maintains these light-reflecting qualities over the longest period of time, thereby reducing the number of repaintings with their attendant cost and their disturbance of factory routine.



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By breaking away from all established formulas and methods of making paint, our exclusive "Rice Process" was discovered and developed. This process produced Barreled Sunlight, an all-oil product which is *guaranteed to remain white longest*. Also, because it is an all-oil product, Barreled Sunlight is easily applied at lowest cost per square foot of surface covered.

## Leading industrial plants now standardize on Barreled Sunlight

**T**HOUSANDS of plant interiors—in every line of industry—are now painted with Barreled Sunlight. The test of time has proven that this paint gives more working light, better appearance, cleanliness, and longer durability under all sorts of working conditions.

Made by an exclusive process controlled by the manufacturer, Barreled Sunlight stands alone in quality. Imitations lack the very qualities which—proved by years of service—make Barreled Sunlight the leader and standard for interior painting.

The following pages show a few of the different types of industrial interiors where Barreled Sunlight has given complete satisfaction on every vital point, over periods of months and years.



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## These Well-Known Plants Have Found Barreled Sunlight the Best Interior Paint

Kellogg Plant



"Life Saver" Plant

Turner Centre  
Creamery



Coca Cola Bottling Plant  
Pilgrim Laundry



Piggly Wiggly Bakery



Calumet  
Baking  
Powder Co.



E. J. Brach & Sons  
Candy Manufacturers

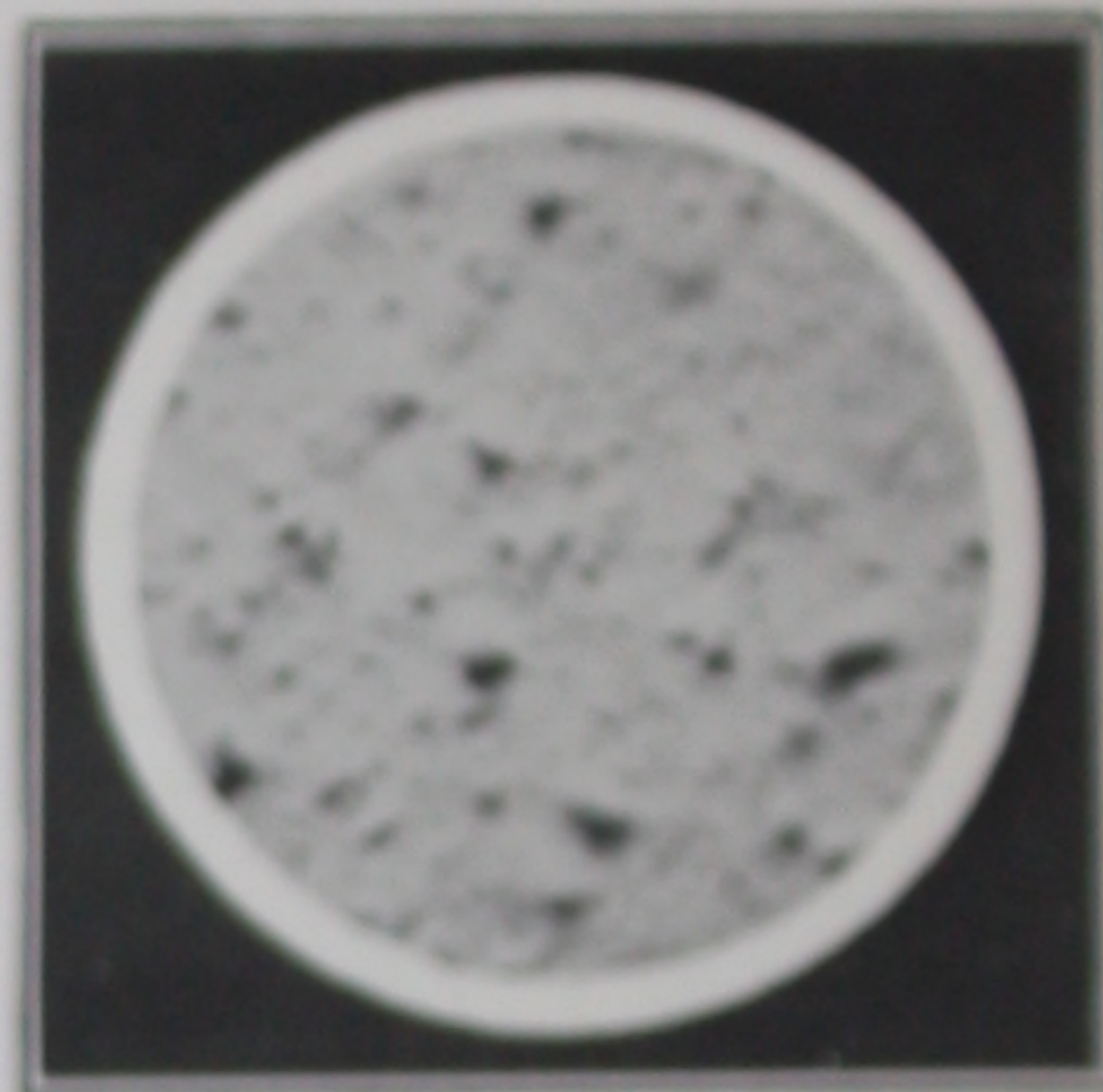


Postum Cereal Co.





*Ordinary flat finish  
white paint*



*Ordinary Egg-Shell finish  
white paint*



*Barreled Sunlight*

THE above photographs show white paint—not as you see it on walls and woodwork—but as it really looks when you get a “close up” through a powerful microscope. Here is the convincing proof why Barreled Sunlight resists dirt and can be so readily cleaned.



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## Because it resists dirt, Barreled Sunlight greatly reduces upkeep

EVERY plant owner knows the high cost of frequent repainting — in labor, materials, shut-downs, etc. But with Barreled Sunlight most of this expense can be avoided.

As the photomicrographs show, Barreled Sunlight resists dirt by offering dirt nothing to cling to — no recesses to get into. It retains its bright, clean appearance month after month.

### *Testimonials prove it!*

Hundreds of testimonials tell the story of long service and real economy obtained with Barreled Sunlight. The Nashawena Mills at New Bedford, Mass., one of the greatest textile plants in the country, writes a typical appreciation:

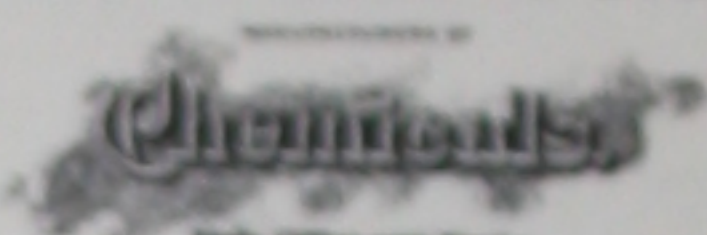
"We have used Barreled Sunlight ever since the mill was built and after trying both the Gloss and Egg-Shell in our weave room, decided that the Gloss is very preferable to the Flat or Egg-Shell."

Furthermore, their master mechanic advises that *"your paint not only spreads better but seems to go further than any paint we have ever used."*

This economical feature is made possible by the fact that Barreled Sunlight contains no varnish. Easier application and freer flowing qualities are thereby obtained. This means lowest cost per square foot of surface covered. Convincing figures will be shown on request.



## THE J. B. FORD COMPANY



CHARTERED OFFICE  
J. B. FORD COMPANY, INC.  
NEW YORK, N. Y.  
Telephone: WY 2-2222

THE J. B. FORD COMPANY IS THE ONLY COMPANY IN THE WORLD  
WHICH HAS A COMPLETE LINE OF PAINTS

WYANDOTTE, MICH., U. S. A.

WE GUARANTEE THE QUALITY OF OUR PAINTS AND THE DURABILITY OF OUR PAINTS. WE GUARANTEE THE QUALITY OF OUR PAINTS AND THE DURABILITY OF OUR PAINTS.

IN RESPONSE TO YOUR LETTER OF THE 12TH INSTANT.

U. S. Gutta Percha Paint Co.,  
Providence,  
R. I.

New York, N. Y. Dec. 2-24.

Gentlemen:

We believe you will be very  
much interested to see the manner in which  
we washed BARRELED SUNLIGHT at a recent  
exhibit.

This board was treated as  
shown, by marking it up thoroughly with  
pencils and then scrubbing it off by direct  
application of "WYANDOTTE" Detergent. The  
board was washed not less than forty times  
a day for the six days during the show and  
you will note the splendid condition and  
color of the paint.

You can readily see that  
we abused the paint more in one demonstration  
than it would be abused by the consumer in  
years.

Very truly yours,

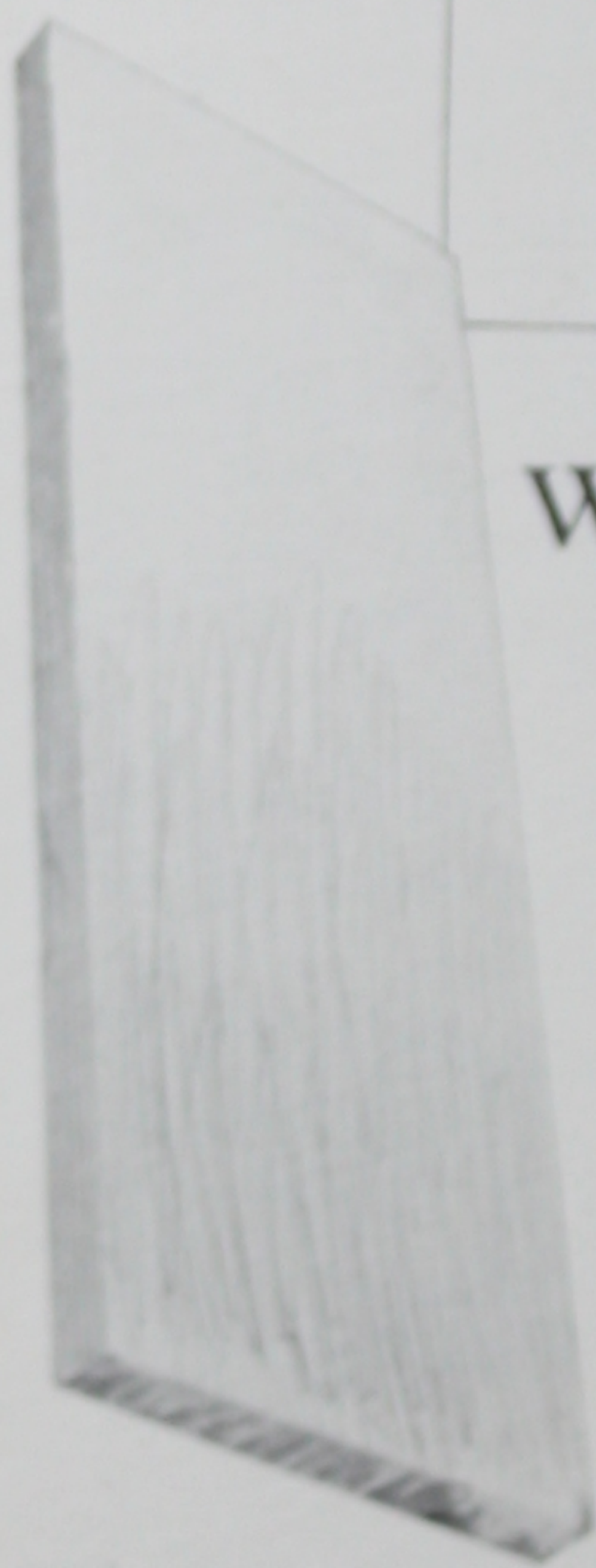
*J. M. Goodnow*

Sales Department.

## Washed Clean 240 Times

### Without Injuring the Surface

Grasp the significance of the remarkable  
test described in this letter. As stated,  
"the paint was abused more in one  
demonstration than it would be abused  
by the consumer in years."







## Any Barreled Sunlight surface can easily be washed

UNLIKE other paints that are not easily cleaned (see photomicrographs on page 6) Barreled Sunlight, by merely being washed, returns to its light-reflecting lustre. No holding up production — no waiting for new paint to dry. Once over with soap and water, and the Barreled Sunlight finish is as good as new. Repeated washings do not wear away the surface.

"During the winter our walls become smoked and dirty," says the Coca Cola Bottling Co., a user of Barreled Sunlight, "but in the spring we can, by using water, clean them off nicely. This method enables us to keep our plant looking nice and clean although we paint only every second year."

Hundreds of other concerns find that washing Barreled Sunlight takes the place of repainting after a period of several years — a big economy.





1. The first step is to identify the problem or goal. This involves understanding the current situation and what needs to be achieved.

The following information was obtained from the records of the  
 Bureau of the Census, Department of Commerce, Bureau of Economic  
 Analysis, Office of Statistical Analysis, Washington, D.C.

[illegible]

*E. C. Good*

Three paint manufacturers, you will note, guaranteed the permanency of their white paint. After nine years Barred Sunlight was the only one of the three that had held its color; the others turned yellow.



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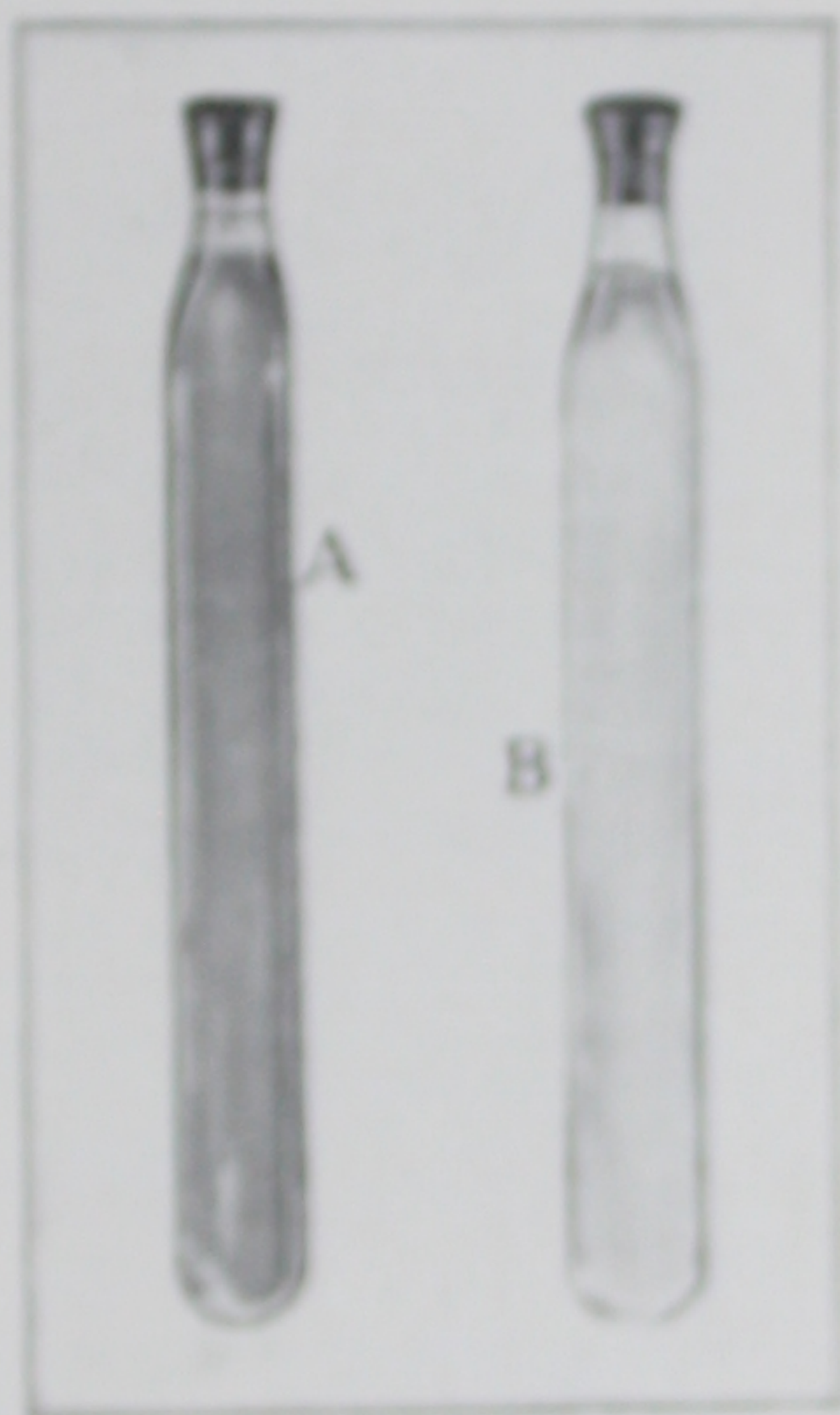
## Remains white longest—due to the exclusive “Rice Process”

**Y**OU use white paint for interiors because white reflects light best, and looks cleanest. Therefore, any white paint that goes off color soon after application defeats the purpose for which it was originally applied.

Barreled Sunlight, because of its special process of manufacture, is guaranteed to remain white longer than any gloss paint or enamel, domestic or foreign, applied at the same time and under the same conditions. A glance at the vials at the right will show the principal reason why such a strong guarantee is possible.

It is the yellowing tendency of the “vehicle” in ordinary white paints and enamels that prevents their retaining their original whiteness. But the oil used in the vehicle for Barreled Sunlight is changed by our exclusive “Rice Process” to a practically colorless liquid. This is one of the reasons for the lasting whiteness of Barreled Sunlight. See the vial at the right.

No other paint manufacturer has been able to produce this result.



A. The vial at the left contains refined linseed oil such as is commonly used in white oil paints. It is amber color. (Note the darkness of the illustration.)

B. The vial at the right contains the same oil after being treated by the “Rice Process.” It is almost colorless. This is one of the reasons for the lasting whiteness of Barreled Sunlight. (These illustrations are reproduced from actual photographs and show the difference in shade as well as is possible in black and white.)



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## Some Reasons Why Such Prominent



### THE PACKARD MOTOR CAR COMPANY

Keen competition in the automobile industry demands a degree of efficiency obtainable only under the best of working conditions and freedom from the interruption that frequent repainting causes. After exhaustive tests against all comers, Barricled Sunlight has proven to be the most practical finish for the purpose.



### S. D. WARREN PAPER COMPANY

In addition to the highly satisfactory light-reflecting properties and the real economy of long durability, Barricled Sunlight gives this big plant protection from the annoyance of paint particles falling into pulp in the beater rooms. When properly applied, Barricled Sunlight will not chip, flake, or scale.



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## Manufacturers Use Barreled Sunlight



LEHN & FINK Inc.

Home of Pebecco Tooth Paste, Lysol, etc.

The manufacture of chemical products demands extreme cleanliness, maximum light for testing, freedom from the menace of falling paint particles, and non-interruption. Barreled Sunlight was chosen for the Lehn & Fink plant because it best met all these requirements.



THE WILLIAM CARTER COMPANY

Makers of Carter's Knit Underwear

Here again efficiency demanded a paint that would retain a fresh whiteness to assure the best of light to guide operators of fast-moving machines. And the non-scaling quality of Barreled Sunlight under vibration of heavy machinery was also a big factor in its selection.



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# RICE'S CHEMIC ENAMEL

For Use Where Unusual Conditions Prevail

For laboratories, bakeries, dye and bleach houses, boiler rooms and other places where chemical fumes, excessive heat, steam or other discoloring agents may be prevalent. Gives a smooth, white, washable finish, similar to Barreled Sunlight, but is reinforced to give white paint protection under such adverse conditions. Send for further information, explaining your own particular conditions.

## BARRELED SUNLIGHT IN TINTS AND COLORS

For Dado Work

The same qualities that give Barreled Sunlight its washable smoothness, spreading capacity and durability, make it ideal for dado work and other places where tints or colors are desired. Can be readily tinted on the job. In lots of five gallons or over we tint it any color without extra charge.



*Spreading freely, Barreled Sunlight prevents high labor cost.*

### "FLAT" AND "EGG-SHELL" FINISH

Barreled Sunlight is also made in the Flat and Egg-Shell finish. However, we recommend the Gloss finish for reasons given on preceding pages.

### PRIMING PAINTS

Where more than one coat is necessary, use Barreled Sunlight Granolith as a primer over unpainted brick, concrete and plaster. On wood, metal, or any previously





*Doesn't "gum up" spray machines as  
do gloss paints with a varnish base*

painted surface use Barreled Sunlight Undercoat as the proper primer.

#### SPRAYING

Barreled Sunlight can be applied with the spray gun just as well as with the brush. Its free-flowing qualities allow it to pass through the gun without gumming up the nozzle. The covering capacity and the smooth finish of Barreled Sunlight when applied this way are the same as when a brush is used.

*Send for the*

#### "RICE METHOD" SPECIFICATIONS

Showing how Barreled Sunlight can be applied over any interior surface, old or new — wood, wall-board, metal, brick, concrete, plaster and gypsum work. By following these specifications, Barreled Sunlight can also be applied over cold water paint, whitewash, or any other painted surface without danger of flaking or scaling.

Barreled Sunlight is sold in churn-equipped steel drums of 55 gallons and 30 gallons each, 5-gallon steel buckets, and in cans from half-pints to gallons.

*For Further Information Write*

**U. S. GUTTA PERCHA PAINT CO.**

*Factory and Main Offices*

**19 DUDLEY STREET - PROVIDENCE, R. I.**

New York—350 Madison Avenue

Chicago—659 Washington Blvd.

San Francisco—156 Eddy Street

*Distributors in all principal cities of the U. S. A.*





HOME OF BARRELED SUNLIGHT—THE RICE PROCESS WHITE



## THIS IS OUR GUARANTEE

If Barreled Sunlight—the Rice Process White—does not remain white longer than any gloss paint or enamel, domestic or foreign, applied at the same time and under the same conditions, we will give, free, enough Barreled Sunlight to repaint the job with one coat. We guarantee, also, that properly applied, it will not flake or scale.

*You Cannot Lose Under This  
Guarantee*





**THE RICE PROCESS WHITE**



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